

ABSTRACT

A signal applied to a data line is binarized to provide a high-quality gray scale presentation.

5 To provide eight gray scales, for example, one field (1f) is divided into seven subfields (Sf1-Sf7) in accordance with gray scale characteristics of an electro-optical device, pixels are turned on or off by writing a high-level or a low-level signal thereon in a first subfield (Sf1). In subsequent subfields (Sf2-Sf7), high-level or low-level signals are written depending on the gray scale level of each pixel to control the ratio of the on period of the pixels to the off period of the pixels in one field.

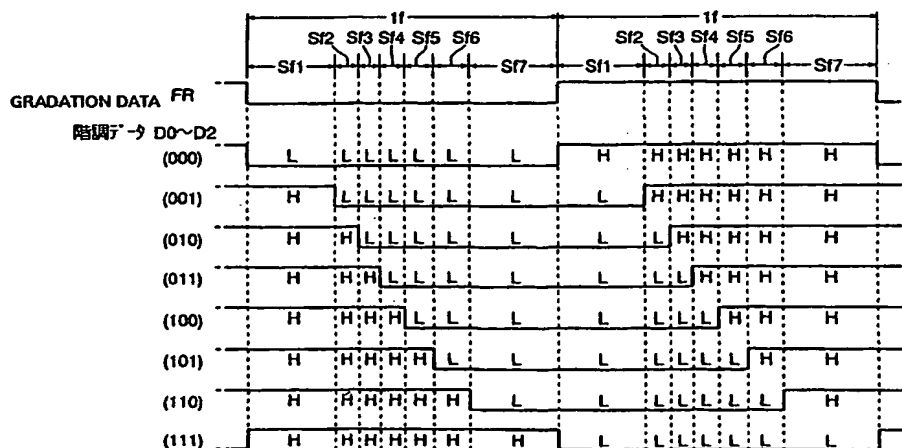
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(57) Abstract

High-definition gradation display is implemented by binarizing the signal applied to a data line and by turning only on or off the drive of each pixel. When, for example, 8-level gradation display is implemented, one field (1f) is divided into seven sub-fields (Sf1-Sf7) according to the gradation characteristics of an electrooptical device. By maintaining the on-state of a pixel from the first sub-field to a predetermined sub-field according to the gradation, the ratio of the on or off period of the pixel in one field is controlled for high-definition gradation display.